

ABSTRAK

ANI MUSFIROH NURHAYATI. Analisis Kontribusi Teknologi dan Daya Saing di Agroindustri Cokro Tela Cake Yogyakarta.
Dibimbing oleh SRI WURYANI dan BUDIARTO.

Penelitian ini bertujuan untuk menganalisis kontribusi teknologi dan daya saing di Agroindustri Cokro Tela Cake Yogyakarta. Metode penelitian yang digunakan adalah deskriptif. Penentuan responden dengan metode *purposive sampling* dan pengumpulan data dilakukan dengan observasi, wawancara dan kuisioner. Analisa data dengan menggunakan model teknometrik. Model teknometrik digunakan untuk menentukan perbandingan empat komponen teknologi yang terdiri dari *technoware*, *humanware*, *orgaware* dan *infoware* untuk derajat kecanggihan, kemutakhiran, kontribusi dan intensitas kontribusi. Nilai tersebut digunakan untuk menghitung koefisien kontribusi teknologi. Daya saing ditentukan dengan proses inovasi proses produk dan pendekatan produktifitas. Hasil penelitian ini menunjukkan bahwa kontribusi tertinggi *humanware* 0,91, diikuti *infoware* 0,821, *orgaware* 0,759, dan yang terkecil *technoware* 0,486 dan nilai TCC 0,684. Sehingga agroindustri Cokro Tela Cake berada pada klasifikasi baik dan industri semi modern yang berdaya saing

Kata kunci : Komponen teknologi, kontribusi teknologi, koefisien kontribusi teknologi, daya saing

ABSTRACT

ANI MUSFIROH NURHAYATI. *The Analysis of Technological Contribution and Competitiveness at Agroindustry Cokro Tela Cake Yogyakarta.*

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The objective of the this research was to analyze the Technological Contribution and Competitiveness of Agoindustry Cokro Tela Cake Yogyakarta. Descriptive method was used for this research. Respondents were determine by purposive sampling method. The methods involved observation, interview and distributing questionnaires to collect data. Data were analyzed by using Technometric Model. The model focused on assessment of four technological components, i.e. technoware, humanware, infoware, orgaware to compare their sophisticated, state of the art, contribution and contribution intensity. The values were used to calculate technology contribution coefficient (TCC). The company competitiveness was determined by using process product innovation and productivity approach. The results of this research showed that the highest contribution was humanware 0,91; followed by infoware 0,821; orgaware 0,759, the lowest was technoware 0,486 and the values of Technological Contribution Coefficient (TCC) was 0,684. Thus, Agroindustry Cokro Tela Cake is classified into a good and semi-modern industry that has competitiveness.

Keyword : *technological component, technological contribution, technological contribution coefficient, competitiveness*